



NorthStar

DATA INSIGHTS STRATEGY

**NORTHSTAR IS A COLLECTIVE OF
INDUSTRY PROFESSIONALS PROVIDING
CUSTOMERS WITH DATA-DRIVEN
INSIGHTS AND STRATEGIES FOR
EFFECTIVE BRAND AND REPUTATION
MANAGEMENT.**

OUR SERVICES



REPUTATION

MANAGEMENT





- Proactive risk mitigation through market research, simulations, and effective strategies to safeguard your brand from potential threats.
- Building trust and loyalty by anticipating issues, understanding public sentiment, and tailoring communications to foster long-term customer loyalty.
- Crisis readiness through simulations and well-defined communication plans to minimise damage and protect brand image

MARKET

RESEARCH





NorthStar helps you manage online perception and reputation through in-depth research and analysis of industry trends, providing insights from luxury brands, social enterprises, and policymakers to inform your proactive reputation strategy.

DATA



FORECASTING



- Test campaigns: Simulate public perception to refine your approach for maximum impact and positive reception,
- De-risk innovation: Test new ideas in a virtual environment to minimise real-world risks and optimise resource allocation.
- Become an industry leader: Share insights from simulations to position yourself as a thought leader in innovation and strategic planning

OUR REPORTS



- Stay ahead of the curve with our reports on key industries, cutting-edge technologies, and innovative strategies tailored for SMEs.
- Need a custom report to guide your decisions? We've got you covered.
- With our SME Navigator plan, you'll enjoy "live" reports that are continuously updated, ensuring you always have the latest information at your fingertips.

ELECTION WATCH 2024



INSIGHTS INTO VOTER TRENDS

ELECTION WATCH:

SCOTLAND EDITION

INSIGHTS INTO VOTER TRENDS

SOCIAL HOUSING AND POVERTY IN SCOTLAND

POLICY AND DATA ANALYSIS 2001-2023
FORECASTING OF IMPACT OF SOCIAL HOUSING
POLICIES 2024

LUXURY MARKET PROTECTION



NORTHSTAR CONSULTING WORK ON BLOCKCHAIN
AND PROTECTION OF LUXURY GOODS - SWITZERLAND

BLOCKCHAIN

DUE

DILIGENCE



THE MATHEMATICS OF BLOCKCHAIN-DRIVEN DUE
DILIGENCE

FINANCIAL ABUSE PROTECTION



NORTHSTAR CONSULTING WORK ON BLOCKCHAIN
APPLICATIONS TO SUPPORTING VICTIMS OF
FINANCIAL ABUSE.



SOCIAL MEDIA AND REPUTATION MANAGEMENT

THE FUTURE OF E-COMMERCE

HOW BIG DATA CAN BE LEVERAGED FOR STRATEGIC
PLANNING, ANALYSIS AND COMPETITIVE ADVANTAGE



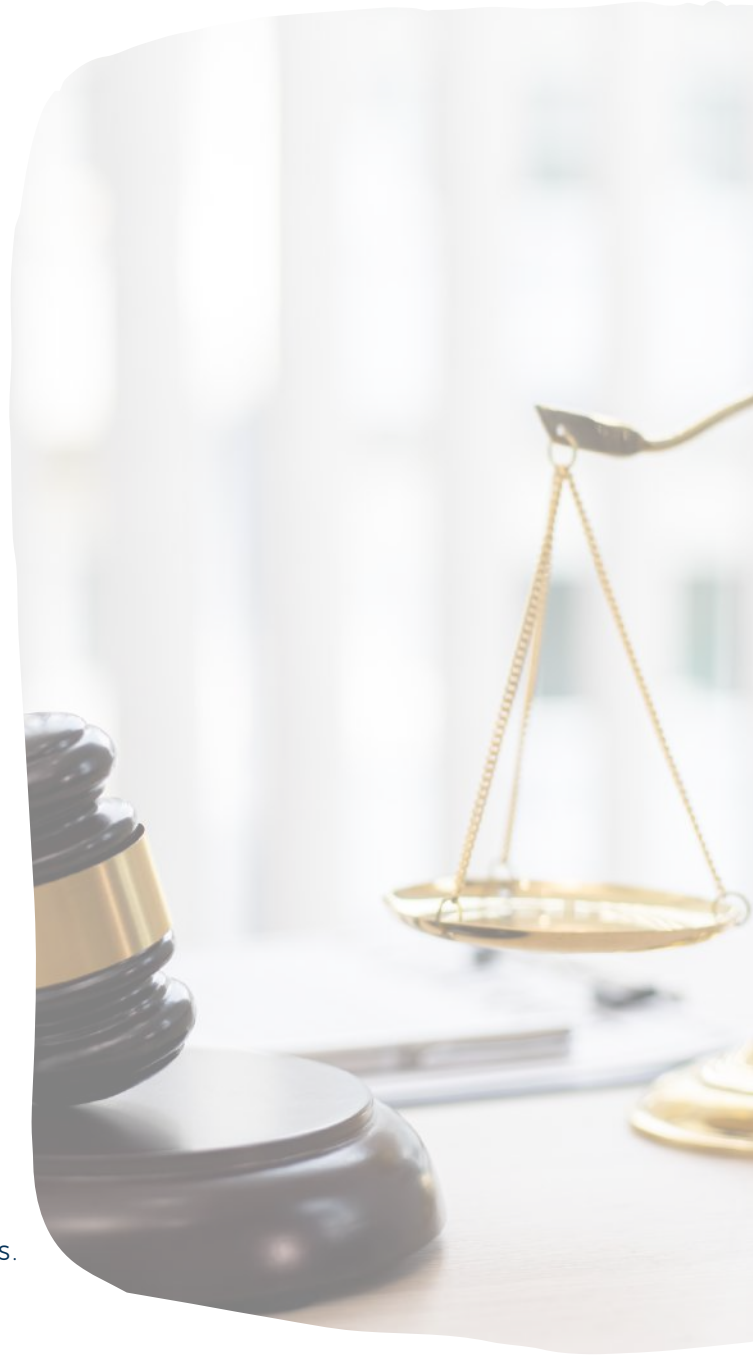


THE ROLE OF BIG DATA IN BUSINESS PLANNING

CONSUMER BEHAVIOUR TECHNOLOGY FORECAST 2024-
2028: FOCUS ON ASIA AND EUROPE

IP LAW: GLOBAL OVERVIEW

IP LAW IN THE US, EUROPE, EMERGING COUNTRIES.
OVERVIEW OF CHANGES IN IP LAW WITH DIGITAL
INNOVATION: AI, BLOCKCHAIN AND E-COMMERCE;
MONETISATION OF IP THROUGH FRANCHISE.



BLOCKCHAIN FOR DATA INTEGRITY AND BUSINESS INNOVATION

A GUIDE FOR SMES



SHAPING THE FUTURE

MASTERING BUSINESS FORECASTING AND MARKET
TRENDS IN TECHNOLOGICAL INNOVATION



OUR TOOLBOX

FORECASTING + MONITORING TOOLS

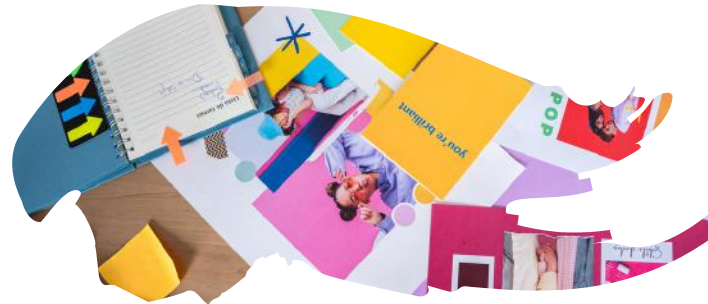
NORTHSTAR CONSULTING TOOLBOX



TRACKWISE

Track your projects with our interactive tool. Visualise timelines, flag delays, calculate costs, and monitor ROI to stay in control and ensure project success.

SMART

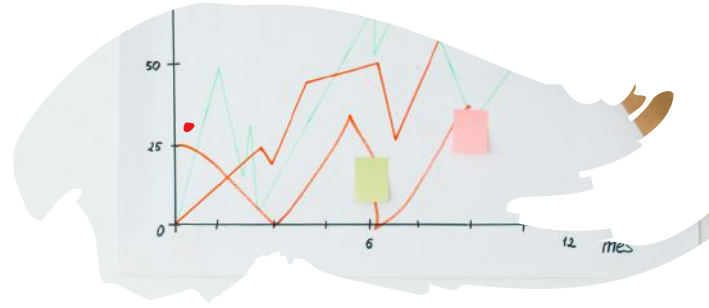


Bring all your marketing campaigns together in one place. Assess ROAS, identify top performers, and reallocate budgets to boost conversions. Select campaigns from Google Ads, Meta, Microsoft, Criteo, and more. If your platform isn't listed, contact us, and we'll assist you.



SHINYDASH

With our fully managed, custom-built dashboards, we turn your raw data into powerful business insights. From data integration to real-time visualization, we handle it all—so you can focus on growth. Partner with us, provide your data, and watch your business thrive.



FORECASTPRO

Leverage data-driven forecasts to anticipate customer behaviour, optimise inventory, and enhance your marketing campaigns. Partner with us to visualise your data and empower your decisions for a competitive edge.

DEBATE + SPEECH ANALYTICS

NORTHSTAR CONSULTING TOOLBOX

TEMPLATES

SIMULATION TOOLS

MARKETING

NORTHSTAR CONSULTING TOOLBOX

CONTACT US!

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